

# Welcome HOME

Tupperware is a more vital and more viable business Opportunity than ever. What you have to offer today's consumers speaks to what they consider most important in their lives.



## Health. Organization. Money. Environment.

These are the four issues of importance to today's consumers, according to the recent report, "The Trends that Will Be Impacting Home Goods and Housewares in 2008 and Beyond" by the Riedel Marketing Group. Tupperware is ideally suited to address all of these through our products and our Opportunity-. We've made it a major part of our strategy in 2009 to focus on these key trends in our messages, our materials and our merchandising.

### Health

Our products help families prepare and enjoy healthy meals at home and on the go. Advanced meal planning means more time together and less consumption of fast and processed foods.

### Organization

In addition to getting healthy, people are also getting organized. After all, nobody does a pantry or refrigerator like Tupperware.

### Money

Earning income from a Tupperware business is an excellent way to supplement a family's income or build a business. Money earned in Tupperware includes your Personal Sales Volume Bonus and royalties received as you build your team. If you relish the idea of a new car with no car payments, become a Dream Driver.

For your Hosts and customers, money saved on groceries through meal planning, and fuel savings resulting from fewer trips to the supermarket really adds up.

### Environment

Tupperware products reduce waste – no throwaway plastic or paper bags. Moreover, our products last a lifetime. That's a great reason to switch from bottled water to Tupperware® tumblers and from disposable bags to Sandwich Keepers.

### Health, Organization, Money, Environment—

put it all together and what a wonderful story you have to tell about Tupperware! Our products and Opportunity already address all four trends.

We invite you to focus on these trends at your parties. We'll be supporting you in our materials moving forward.

When sharing the Opportunity, speak to the HOME concept when you position Tupperware as the best brand to be associated with during these times.